

2009-2010 MPRB Work Plan



The 2009-2010 MPRB Work Plan was presented to the Minneapolis Park and Recreation Board of Commissioners on December 17, 2008 and approved by the Board on January 7, 2009. It prioritizes next steps for comprehensive plan implementation. Each department has developed a work plan consistent with the 2009-2010 MPRB Work Plan. The text of the work plan initiatives presented to the Board on December 17 is contained in this document.

Mission Statement

The Minneapolis Park and Recreation Board shall permanently preserve, protect, maintain, improve and enhance its natural resources, parkland and recreational opportunities for current and future generations.

The Minneapolis Park and Recreation Board exists to provide places and recreation opportunities for all people to gather, celebrate, contemplate and engage in activities that promote health, well-being, community and the environment.

Five-Year Focus

The MPRB is:

- Prepared to seek new funding, partnerships and volunteers.
- Recognized as a champion of sustainability.
- Aligned with the Comprehensive Plan.
- Well regarded for our communication efforts (internally and externally).
- Identified with quality experiences.

Five-Year Objective

Make a good park system exceptional, defined by excellence in meeting known and anticipated community park and recreation needs.



Vision: *Urban forest, natural areas and waters that endure and captivate*

Goal: **Sound management techniques** provide healthy, diverse and sustainable natural resources.

2009-2010 Tactics:

- Articulate management goals for lakes and vegetation (managed lands and natural areas)
 - Identify and secure funding.
 - Identify partnership and volunteer opportunities.
- Continue invasive species management projects.
- Participate in impaired waters studies and implementation plans, and other inter-jurisdictional activities.

Goal: **Healthy boulevard trees** connect all city residents to their park system.

2009-2010 Tactics:

- Increase resources for tree planting and stump removal.
 - Increase tree planting by 10% each year.
 - Shorten trim cycle to 7 years.
- Engage in research to increase tree planting choices.
- Partner with Public Works to use trees in stormwater management projects.
- Provide education opportunities for residents on district and citywide basis – **in every neighborhood park!**

Goal: **Residents and visitors** enjoy and understand the natural environment.

2009-2010 Tactics:

- Link environmental programming and education to Community Service Areas (CSAs).
- Continue to deepen connections between children and nature.
- Strengthen programming that focuses on new populations and building stewardship.



Vision: *Recreation that inspires personal growth, healthy lifestyles and a sense of community*

Goal: **Residents, visitors and workers enjoy** opportunities to improve health and fitness.

2009-2010 Tactics:

- Improve coordination of services to special needs residents and program participants.
- Develop new adaptive recreation opportunities.
- Design a Miracle Field for Minneapolis.

Goal: **People connect** through parks and recreation.

2009-2010 Tactics:

- Combine events staff into one department.
- Continue building community through city-wide and neighborhood events.
- Encourage events that apply green practices.

Goal: **Volunteers** make a vital difference to people, parks and the community.

2009-2010 Tactics:

- Reconfigure the volunteer program within Citywide Recreation Services.
- Create campaign to attract and retain 500 new coaches for youth sports.
- Establish a Time for Fun initiative and criteria for fee reduction utilizing community service and volunteer support.

Goal: Parks provide a **center for community** living.

2009-2010 Tactics:

- Implement Community Service Area (CSA) framework system-wide.
- Conduct community outreach and research for each CSA.
- Set and meet program and service delivery goals for each CSA, focusing on quality versus quantity.



Vision: Dynamic parks that shape city character and meet diverse community needs

Goal: **Parks shape** an evolving city.

2009-2010 Tactics:

- Continue focus on implementing the Above the Falls master plan.
- Secure funding to develop initial phase of Missing Link for the Grand Rounds.
- Identify premier park and recreation features for north and northeast Minneapolis.
- Make recommendations for future projects.
 - Provide projects and ideas at the January 24 Board Working Session.

Goal: Park **facility renewal and development** respects history and focuses on sustainability, accessibility, flexibility and beauty.

2009-2010 Tactics:

- Look at Park Board capital issues and methods to resolve them.
 - Develop activity plans to create a new Capital Improvement Program.
- Develop plan to transform neighborhood park facilities to meet the demands of the Community Service Areas.
 - Complete the plan for East Phillips capital development, align it with CSA planning.
- Initiate Clean, Green and Welcoming campaign.

Goal: **Focused land management** supports current and future generations.

2009-2010 Tactics:

- Continue to monitor and update lease and joint use agreements.
- Strengthen real estate management.

Goal: **Financially independent and sustainable** parks prosper.

2009-2010 Tactics:

- Implement 2008-2009 budget strategies.
- Identify continued financial issues confronting the MPRB, such as insufficient LGA or Tax Revenues, and develop plans for dealing with them.
- Work with the Board and community to decide “Referendum Issue”.

Goal: Through **outreach and research**, park and recreation services are relevant today and tomorrow.

2009-2010 Tactic:

- Meet the growing needs for community engagement by applying processes used for the 2007-2020 Comprehensive Plan, starting with:
 - CSA implementation
 - Activity plans/CIP development

Goal: Easily accessible **information supports enjoyment** and use of the park and recreation system.

2009-2010 Tactics:

- Launch and promote e-communications.
- Include customer service training in new Community Services Training initiative.
- Introduce new Winter Guide for November distribution.
- Improve communications with Commissioners.
- Continue to work more closely with other governmental bodies and support our legislative agenda.



Vision: *A safe place to play, recreate, contemplate, and celebrate*

Goal: **Positive recreation** experiences and welcoming parks prevent crime.

2009-2010 Tactics:

- Initiate Clean, Green and Welcoming campaign..
- Sustain collaborative efforts with community organizations, Youth Coordinating Board and Youth Violence Prevention Initiative.
- Foster partnerships that connect youth with role models.
- Create a children's festival.
- Expand relaxation zones that are technology free.

Goal: Residents, park visitors and staff make **safe choices** in the parks.

2009-2010 Tactics:

- Continue educating public on proper safety techniques.
- Educate staff on key safety issues.
- Partner with Bike/Walk Ambassadors to educate drivers, bikers and walkers of proper trail and parkway use.

Goal: **Intervention and communication** reduce safety concerns.

2009-2010 Tactics:

- Increase use of administrative tickets to modify behavior.
- Increase parkway traffic enforcement, such as speed and stop sign violations.

Goal: Parks are **safe and welcoming** by design.

2009-2010 Tactics:

- Improve technology used for camera systems.
- Enhance lighting of selected park buildings and internal pathways.
- Open view corridors in targeted locations.



Values

Sustainability

2009-2010 Tactics:

- Cultivate organization-wide responsibility.
- Communicate current practices internally and externally.
- Initiate Clean, Green and Welcoming campaign.
- Advance a system-wide sustainability initiative and continue to look at sustainability issues, including:
 - climate change
 - energy consumption
 - reduce, reuse, recycle
- Develop sustainability fund.

Visionary Leadership

2009-2010 Tactics:

- Plan for 2010 NRPA Congress.
- Training for supervisors and managers in the areas of people management skills and organizational management principles.
- Continue internal succession planning, focusing on cross-training and opportunities for employee development.
- Encourage knowledge sharing with other communities through conferences, tours and training sessions.



Organizational Implementation Commitments

2009-2010 Tactics:

- Further Comprehensive Plan and develop a 5-year Implementation Plan.
- Ensure that Department decisions are in line with the Comprehensive Plan.
 - Extend new work plan format to cost centers.
- Revisit the initiative to restructure the Board to meet the challenges of the Comprehensive Plan.